

Nestle Waters Cuts Idle Time By 41 Percent, Reduces Fuel Consumption with Cadec

Cadec is Backbone of Bottled Water Company's Green Initiative

Nestle Waters is the number one bottled water company worldwide. Its Poland Spring division, founded in 1845, offers one of the most popular spring waters in the northeastern United States. As part of an environmentally conscious company, Poland Spring's trucking fleet typically kicks off one major Green initiative each year. In 2007, it was a move to Biofuel that displaced 50,000 gallons of diesel and saved \$11,000. In 2008, it was reducing idle time and thus fuel consumption.

Poland Spring had been using Cadec's Mobius TTS advanced fleet management software and On-Board Computers (OBCs) in its entire fleet of 40 trucks for the previous year, primarily for its paperless logging capabilities. Using Cadec's solution, the company had been able to shave 30 minutes of paperwork from each driver's schedule each day, leaving more time for deliveries.



Poland Spring team learns to leverage its Cadec solution in new ways

When Chris McKenna was named North East Inside Fleet Manager for Poland Spring, he learned from his staff that Cadec would be able to help contribute to the company's idle reduction initiative. The monitoring and reporting capabilities already existed within Poland Spring's Cadec software; McKenna's team just needed to learn how to tap the data. He brought Cadec in to perform training.

"Poland Spring had already received a lot of value out of its Cadec investment, just from paperless logs," says McKenna. "But the training we received in early 2008 really opened our eyes to all of the other things Cadec could do. Cadec became the backbone of our idle reduction initiative."

Poland Spring started with Cadec's Driver Engine Usage Report, which tracks factors such as total percentage of idle time, speeding and sudden decelerations. "Because those tend to have the biggest impact on safety and fuel consumption, we started there first," says McKenna. "Poland Spring makes 44,000 trips a year, spanning more than six million miles, and fuel is our biggest cost. Reducing our consumption even by a couple of percentage points can make a big impact on our cost structure and profitability."

Driver behavior changed immediately when idle time scores were posted

McKenna's team started running the Driver Engine Usage Report in January 2008. After filtering the results for all 80 drivers, they posted the results. "Driver behavior started to change almost immediately," recalls McKenna. "It's just human nature that no one wants to be at the bottom of the list."

Cadec Customer at a Glance

Company:

Nestle Waters/Poland Spring
(www.nestle-waters.com)

Industry:

Bottled water production and
distribution

Cadec Solution:

Mobius TTS

Objectives:

- Monitor driver behaviors that contribute to wasted fuel such as idling
- Change those behaviors over time.
- Reduce fuel consumption and expenditures.

Results:

- Idling reduced by 41% year over year, leading to lower fuel consumption.
- Anticipate savings of \$21,000 in fuel annually.

They continued to post the results monthly. Even though the 2008 winter was much colder than 2007, McKenna says year-over-year idle time decreased. In March, Poland Spring upped the ante by rolling out an incentive plan tied to idle-time reduction – the drivers with the 10 lowest scores each month receive a gift card for fuel for their personal vehicles.

From January through May, Poland Spring achieved a 41 percent reduction in idle time – a total of 2,300 hours, or a run-rate of 5,100 hours annually. “That’s the equivalent of taking 12 cars off the road in terms of carbon emissions,” McKenna points out.

In addition, Poland Spring saved more than \$9,000 in fuel during the five-month period. “We’re on track to save about \$21,000 in fuel in 2008 due to reduced idle time,” says McKenna. “Results have exceeded our expectations, and we were able to affect change much more quickly than we thought possible. I have to give our drivers a lot of credit for stepping up to the plate.”

“We can pull these reports up within seconds,” McKenna added. “The data was already there. Cadec enabled us to do this and makes it very easy for us to manage the program.”

Cadec helps Poland Spring prove it’s a good neighbor

Poland Spring is now also using Cadec data to help improve community relations. “We do a lot of town meetings in rural areas where we want to develop plants or springs,” explains McKenna. “Community members always want to know about our safety record. We are able to pull up Mobius TTS on a big screen and show them how we can actually view trucks on their routes – we can see their driving behavior at any given time. It gives community members a greater sense of comfort about our commitment to safety and about Poland Spring as a neighbor.”

What’s next: Integrated Routing

McKenna’s team has just started integrating routing with its Cadec solution. Currently, routes are planned in Microsoft Excel, and drivers take hand-written bills into the cab. If updates have to be made, fleet managers call drivers on their mobile phones.

Soon, the Poland Spring fleet will be able to import routes from Microsoft Excel into Mobius TTS and display them on the Cadec OBCs. Drivers will view and accept routes in the OBC, and then Mobius TTS will help the fleet management team track the driver’s actual route against planned routes. Route changes will be conveyed right to the OBC. “By integrating routing with our Cadec OBCs, we’ll use much less paper and improve driver efficiency,” says McKenna.

McKenna’s team is now exploring other ways it can leverage the valuable data collected by Cadec. “So far we’ve only tackled idle time, and we’re just getting started with integrated routing,” says McKenna. “I believe there’s a lot more we can do. We’ve been working closely with the Cadec team to plan next steps and see where we can have the most impact on the business. Cadec has been a terrific partner for Poland Spring.”